HASBRO LAUNCHES ‘BRING HOME THE FUN’

30 Mar, 2020

Millions of families around the world are adjusting to a “new normal” in light of the COVID-19 pandemic. To support families as they spend extended time at home and indoors, today Hasbro introduced Bring Home the Fun, a global initiative designed to help keep kids occupied and engaged.

Parents and caregivers can visit BringHometheFun.com to explore family-focused resources, including tips for family playtime, activity challenges to keep kids occupied, ideas for using games and toys to stimulate kids’ brains, and suggestions on how to cope with increased emotional stress.

Featuring new takes on classic games like MONOPOLY, CLUE, JENGA, and THE GAME OF LIFE, crafts using PLAY-DOH compounds, trick-shot challenges that get kids up and active with NERF blasters, and more, parents and caregivers will find inspiration to bring the power of play into their homes while keeping an emphasis on fun and creativity.

In addition to play-based tips and tools, BringHometheFun.com will feature resources to help children and families cope with stress that might be heightened among kids at this time. Featured content will include mindfulness videos, project and activity guides for parents and their children, podcasts on empathy and kindness, and parenting articles for those looking to instill gratitude and purpose in their children.

Hasbro is also supporting Save the Children and No Kid Hungry in their effort to address children most in need by providing nutritious meals and learning resources as well as thousands of Hasbro toys and games to continue to inspire creativity and fun for vulnerable children during the coronavirus pandemic.

Consumers are encouraged to join the conversation, connect with other families, and share their own tips for at-home activity using #BringHometheFun on social. Families can also follow Hasbro on Twitter and Instagram for more play tips and inspiration, and fans can find their favorite games and Nerf blasters on Hasbro Pulse, the ultimate fan destination.